Programme Specification

Programme Title: BSc (Hons) International Tourism Management

Awarding Institution:	University of Bolton		
Teaching Institution:	Bury College		
Division and/or Faculty/Institute:	Off Campus Division		
Professional accreditation	Professional body	Professional body URL	Status of graduates
Final award(s):	BSc (Hons)		
Interim award(s)	None		
Exit or Fallback award(s)	Cert HE International Tourism Management DipHE International Tourism Management		
Programme title(s)	International Tourism Management		
UCAS Code	N840		
JACS Code	N800		
University Course Code(s)	OCD0014		
QAA Benchmark Statement(s)	Hospitality, Leisure, Sport and Tourism		
Other internal and external reference points	QAA Academic Infrastructure, including the Framework for Higher Education Qualifications and the Code of Practice UK Quality Code for Higher Education University of Bolton awards framework		
Language of study	English		
Mode of study and normal period of study	Full time – 3 years		

Admissions criteria
260 UCAS points from at least three A levels (or equivalent). You should also have five

GCSEs at grade C or above (or equivalent).

Additional admissions matters

Consideration of applicants who have passed a Kitemarked Access to Higher Education course

Mature student evaluation may include an interview and/or diagnostic essay.

Applicants whose English is not their first language will be required to achieve at least a score of IELTS 6.0 upon entry to the programme.

Fitness to practise declaration

Not applicable

Aims of the programme

1. Develop a critical insight into the tourism industry operating within the international arena.

2. Develop intellectual capabilities of research, problem solving, evaluation and synthesis.

3. Be prepared for employment and further study through the development of transferable knowledge and skills.

4. Demonstrate a positive disposition towards, and the skills for, life-long learning and Personal Development Planning.

Distinctive features of the programme

Extensive industry links with a range of tourism employers.

Students are required to take part in a period of work experience in an overseas country or with a tourism organisation in an international context, at HE5 level of the programme.

Programme learning outcomes

K. Knowledge and understanding
On completion of the programme successful students will be able to demonstrate systematic knowledge and understanding of:

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1. The principles which underpin tourism management in an international context.
2. The nature and characteristics of international tourism markets and demonstrate an appreciation of cultural differences.
3. The complex nature and characteristics of the international tourism industry and appraise current developments.
4. The impacts of tourism at destination level and evaluate the importance of sustainable tourism development in planning and policies.
5. Demonstrate an understanding of the concepts and issues related to financial, human and physical resource management
C. Cognitive, intellectual or thinking skills On completion of the programme successful students will be able to demonstrate the ability to:
1.　　　Use skills in critical reasoning and analysis.
2.　　　Evaluate and apply theoretical concepts.
3.　　　Synthesise data/information and interpret research findings.
4.　　　Apply problem–solving techniques.
P. Practical, professional or subject-specific skills On completion of the programme successful students will be able to demonstrate the ability to
1. Communicate effectively with a variety of audiences (peers/colleagues, industry professionals, tourism consumers).
2. Identify and evaluate international tourism developments and issues drawing on primary and secondary data sources.
3. Interpret statistical data in order to identify international tourism trends and market characteristics.
4. Demonstrate an ability to use accepted tourism and management theories and concepts in practical scenarios.
5. Evaluate and develop management and linguistic skills
6. Appraise own needs for academic, personal and professional development and make recommendations (Personal Development Planning).
T. Transferable, key or personal skills On completion of the programme successful students will be able to demonstrate the ability to:
1. Independently plan, conduct and report a programme of original research.
2. Communicate effectively in formal and informal environments using a variety of means.
3. Demonstrate a range of Information Technology skills.
4. Manage time and workload.
5. Work independently or as part of a team.
6. Demonstrate work based skills.

7. Be socially, publicly and ethically responsible.

Programme structure

BSc (Hons) International Tourism Management (ITM)

Module Code	Core/ Option/ Elective (C/O/E)	Length (1, 2 or 3)	Title	Credits
ITM4001	C	1	Tourism Principles	20
ITM4002	C	1	International Tourism Systems	20
THE4001	C	1	Academic Management Skills for the Service Industries	20
THE4002	C	1	Managing the International Workforce	20
THE4003	C	1	Basics of Business for the Service Industries	20
LAN4001*	C	1	English Language and Communication Skills – Stage 1	20
LAN4002*	C	1	Spanish - Stage 1	20
LAN4003*	C	1	French – Stage 1	20
LAN4004*	C	1	German – Stage 1	20
ITM5001	C	1	International Tourism Supply & Demand	20
ITM5002	C	1	Tourism Planning and Control	20
ITM5003	C	2	Work Experience (ITM)	40
THE5001	C	1	Research Methods for Tourism and Hospitality	20
THE5002	C	1	Global Tourism and Hospitality Management	20
ITM6001	C	1	International Tourism Industry Perspectives	20
ITM6002**	C	1	Investigative Study (ITM)	20
ITM6003	C	2	Project (ITM)	40
THE6001	C	1	Strategic Marketing Management for Tourism and Hospitality	20
THE6002	O	1	Special Event Management	20
THE6003	C	1	Sustainable Tourism Management	20
THE6004	O	1	International Human Resource Management for Tourism and Hospitality	20

Notes:

* **LAN modules** – At HE4 a 20 credit language module is Core, however there are 4 language options: Spanish, French, German and English for students whose English is not their first language.

**ITM6002 – Investigative Study (ITM) – Is a Core alternative to ITM6003 Project (ITM). ITM6002 must be selected with a further ITM/THE/IHM HE6 20 credit module. ITM6002 and ITM6003 cannot be studied together and are a barred combination.

Learning and teaching strategies

A variety of teaching and learning strategies is employed throughout the programme in order to ensure the acquisition and development of appropriate concepts, knowledge and skills and achievement of the stated learning outcomes. Some of these will be experienced during formally timetabled classes with a module tutor; others may be adopted personally to facilitate your own learning.

It is important to realise that the time spent with a tutor during formally scheduled learning and teaching activities is only a small part of the learning time identified for a module. In addition to this time a significant amount of time is spent in guided independent study. This independent study time should be spent, for example, engaging in general background reading, preparing for seminar activities, working on assignments or revising for examinations.

A variety of teaching and learning methods provide access to learning to meet a wide range of learner needs and are aimed at widening participation amongst learners to avoid exclusion and develop learner skills in academic studies, the workplace and personal life situations. The methods employed include: lectures; workshops; tutorials (group and individual); guest speakers; work experience in the form of a period of work placement; development of employability skills; information literacy skills development; and personal development planning (PDP). However individual module tutors are free to introduce techniques that they view as especially suitable in aiding learning in their specialist area. The learning and teaching strategy for each individual module is detailed in the module guides that you will receive at the beginning of each semester.

Learning activities (KIS entry)

	Course Year						
	1	2	3	4	5	6	7
Scheduled learning and teaching activities	39.3	19.8	20.1				
Guided independent study	60.7	68.2	79.9				
Placement/study abroad	0.0	12	0				

Assessment strategy

The assessment strategy for the programme is designed to ensure that you achieve the overall aims and learning outcomes of the programme, as well as the learning outcomes for individual modules.

Assessment serves several functions. The obvious and primary function is to evaluate your achievement. However, assessment also serves to help you organise and develop your learning. Feedback from assessment serves an important educational function and can help you develop your skills and understanding of your own strengths and

weaknesses.

The types of assessment you will be required to complete fall into two general categories, formative and summative.

Formative assessments are activities that do not contribute to your overall module grade. They are however an integral part of the learning strategy for a module and you are required to complete them. They will be marked and you will receive feedback on your level of achievement.

Summative assessments are those assessment activities for which the marks will contribute to the overall module grade. You will also receive feedback on these assessments so that you will know what you have done well and where you can improve.

Many different forms of assessment are employed on the programme. For both formative and summative purposes, the major forms are: coursework (usually essays); practical project reports; design and analysis assignments; case studies; oral presentations; and examinations.

Assessment methods (KIS entry)

	Course Year						
	1	2	3	4	5	6	7
Written exams	16.7	11.1	63.6				
Coursework	50.0	88.9	18.2				
Practical exams	33.3	0	18.2				

Assessment regulations

- Assessment Regulations for Undergraduate Modular Programmes

Grade bands and classifications

Undergraduate Honours Degrees

Grade Description	Mark %	Honours Degree Classification
Work of exceptional quality	70+	i
Work of very good quality	60-69	ii.i
Work of good quality	50-59	ii.ii
Work of satisfactory quality	40-49	iii
Borderline fail	35-39	
Fail	Below 35	

Honours classification

You will normally be awarded the honours classification resulting from the application of either Rule ACM20 or Rule ACM6.

<u>Rule ACM20</u>

A weighted average of the marks from modules worth a total of 200 credits at Levels HE5 and HE6 combined, including the marks from modules worth no more than 80 credits at least at Level HE5 (weighted 30 percent) and marks from modules worth at least 120 credits at Level HE6 (weighted 70 percent), which represent the best marks achieved by you at those Levels.

Where the average falls unequivocally into one of the following bands: 48.00 - 49.99, 58.00 - 59.99, 68.00 - 69.99; and you have achieved marks clearly in an honours classification category higher than their average for modules worth at least 110 credits, then you will be awarded an honours degree in the classification category one higher than that indicated by your average.

Rule ACM6 (an alternative if you do not have sufficient marks at Levels HE5 and 6 to apply ACM20)

A simple average of the equally weighted marks from modules worth 120 credits at Level HE6 which represent the best marks achieved by you at that Level.

Where the average falls unequivocally into one of the following bands: 48.00 – 49.99, 58.00 – 59.99, 68.00 – 69.99; and you have achieved marks clearly in an honours classification category higher than their average for modules worth at least 70 credits, then you will be awarded an honours degree in the classification category one higher than that indicated by their average.

Where you have marks available for fewer than 120 credits at Level HE6, honours classification shall normally be based **solely** on a simple average of the available marks for modules at Level HE6, subject to there being marks for a **minimum of 60 credits awarded by the University**. **Upgrading of the honours classification will not normally be available where there are marks available for fewer than 120 credits at Level HE6**, unless this is explicitly approved.

Role of external examiners

External examiners are appointed for all programmes of study. They oversee the assessment process and their duties include: approving assessment tasks, reviewing assessment marks, attending assessment boards and reporting to the University on the assessment process. Students will be able to view external examiner reports on the relevant BSc (Hons) International Tourism Management programme site.

Support for student learning

- The programme is managed by a programme leader
- An induction programme introduces the student to Bury College, the University of Bolton and their programme
- Each student has a personal tutor, responsible for support and guidance
- Personal Development Planning is (PDP and ePDP) integrated into all programmes
- Feedback is given on formative and summative assessments
- Bury College and the University of Bolton support services include housing, counselling, financial advice, careers and a disability
- A Chaplaincy is provided

- Library and IT services are available
- The Students' Union advice services is based at the University of Bolton
- Faculty and Programme Handbooks provide information about the programme and Bury College and Bolton University regulations
- There is an opportunity to develop skills for employment
- English language support is offered to International students

Methods for evaluating and enhancing the quality of learning opportunities

- Programme committees with student representation
- Module evaluations by students
- Students surveys, e.g. National Student Survey (NSS) and the Bury College Higher Education survey
- Bury College Annual Self Assessment Report
- Bury College's Higher Education Strategic Management and Quality Group
- Annual quality monitoring and action planning in partnership with the University of Bolton through Programme Quality Enhancement Plans (PQEPs), Data Analysis Report (DARs) Subject Annual Self Evaluation Report (SASERs), Faculty Quality Enhancement Plans (FQEPs), University Quality Enhancement Plan (UQEP)
- Peer review/observation of teaching
- Professional development programme for staff
- Effective tracking of external examiner reports the subsequent actions

Other sources of information

Student portal (http://www.bolton.ac.uk/Students/Home.aspx)
Students Union (http://www.ubsu.org.uk)
Faculty or similar Handbook (http://www.bolton.ac.uk/Students/Home.aspx)
Programme Handbook (add link)
Student Entitlement Statement
(http://www.bolton.ac.uk/Students/AdviceAndSupport/StudentServices/AtoZofDownloads.aspx)
Module database (http://data.bolton.ac.uk/academicaffairs/view_modulelist.asp)
Moodle
External examiners reports
http://www.bolton.ac.uk/Quality/QAEContents/ExternalExaminersReports/Home.aspx

Document control

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Learning outcomes map

Module title	Module Code	Status C/O/E	K1	K2	K3	K4	K5	C1	C2	C3	C4	P1	P2	P3	P4	P5	P6	T1	T2	T3	T4	T5	T6	T7
Level 4																								
Tourism Principles	ITM4001	C	DTA	DTA	DTA	DTA	DT		DT	DTA		DTA	DTA	DTA		DT			DTA	DTA	DTA	DTA		DTA
International Tourism Systems	ITM4002	C	DTA	DTA	DTA	DTA	DT		DT	DTA		DTA	DTA	DTA		DT			DTA	DTA	DTA	DTA		DTA
Academic Man Skills for the Serv Ind	THE4001	C	DA	DT	DTA	D	DT		DT		DTA	DTA	DT	DT	DT	DTA	DTA	DT	DTA	DTA	DTA	DTA	DTA	DTA
Managing the Int Workforce	THE4002	C	DTA	DTA	DTA	DTA	DTA		DT	DTA	DTA	DTA	DTA	DT	DTA	DTA	DTA		DTA	DTA	DTA	DTA	DTA	DTA
Basics of Business for the Ser Industries	THE4003	C	DTA	TA	DTA	DTA	DTA		DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA			DTA	DTA	DTA	DTA	DTA	DTA
Languages	THE4001/4*	C		DTA		DTA					DTA	DTA				DTA			DTA	DTA	DTA	DTA		DTA
Level 5																								
Int Tourism Supply and Demand	ITM5001	C	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA		DTA			DTA	DTA	DTA	DTA		DTA
Tourism Planning and Control	ITM5002	C	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA		DTA		DTA	DTA	DTA	DTA	DTA		DTA
Work Experience	ITM5003	C	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA
Research Methods for Tourism & Hosp	THE5001	C	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA		DTA
Global Tourism and Hosp Management	THE5002	C	DTA	DTA	DTA	D	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DT	DTA		DT	DTA	DTA	DTA	DTA	DTA	DTA
Level 6																								
Int Tourism Industry Perspectives	ITM6001	C	DTA	DTA	DTA	DTA		DTA	DTA	DA	DTA	DTA	DTA	DTA	DTA	DA	D	D	DTA	DA	DTA	DTA	DA	DTA
Investigative Study	ITM6002	C	DTA	DTA	DTA	DA	DA	DTA	DA	DA		DTA	DA	DA	DA	DA	DTA	DTA	DTA	DTA	DT	DTA	DTA	DTA
Project (ITM)	ITM6003	C	DTA	DTA	DTA	DTA		DTA	DTA	DTA	DTA	DTA	DTA	DA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA		DTA
Strategic Marketing Man for Tourism and Hospitality	THE6001	C	DTA	DTA	DTA			DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	D	DTA	DTA	DA	DT	DTA	DA	DTA
Special Event Man	THE6002	O	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DA	DTA	DTA	DTA	DTA	DTA	DTA	D	DTA	DTA	DA	DTA	DTA	DA	DTA
Sustainable Tourism Management	THE6003	C	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	D	DTA	DTA	DA	DT	DTA	DTA	DTA
Int HRM for Tourism and Hospitality	THE6004	O	DTA	DTA	DTA			DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA			DTA	DTA	DT	DTA	DTA	DTA

K. Knowledge and understanding   P. Practical, professional and subject specific skills C. Cognitive, Intellectual and thinking skills   T. Transferable, key or personal skills

Complete the grid using the following (Developed = D, Taught = T, Assessed = A)

*Language modules – LAN4001/2/3/4 – *At HE4 Level a 20 credit Language module is core. Demand will determine which language(s) is/are offered from a selection of French, Spanish and German, plus English will be offered for students whose English is not their first language.

Module listings

Module title	Mod Code	New? ✓	Level	Credits	Type	Core/Option /Elective C/O/E	Pre-requisite module	Assessment 1			Assessment 2			Assessment 3		
								Assessment type	Assessment %	Add Y if final item	Assessment type	Assessment %	Add Y if final	Assessment type	Assessment %	Add Y if final item
Tourism Principles	ITM4001		4	20	STAN	Core	N	CW	60		WE	40	Y			
International Tourism Systems	ITM4002		4	20	STAN	Core	N	PRAC	40		CW	60	Y			
Academic Man Skills for Serv Ind	THE4001		4	20	STAN	Core	N	PRAC	40		CW	60	Y			
Managing the Int Workforce	THE4002		4	20	STAN	Core	N	CW	50		PRAC	50	Y			
Basics of Business for the Serv Ind	THE4003		4	20	STAN	Core	N	CW	50		WE	50	Y			
English Language & Comm Skills	LAN4001*		4	20	STAN	Core	N	CW	50		PRAC	50	Y			
Spanish – Stage 1	LAN4002*		4	20	STAN	Core	N	CW	50		PRAC	50	Y			
French – Stage 2	LAN4003*		4	20	STAN	Core	N	CW	50		PRAC	50	Y			
German – Stage 3	LAN4004*		4	20	STAN	Core	N	CW	50		PRAC	50	Y			
Int Tourism Supply and Demand	ITM5001		5	20	STAN	Core	N	CW	60		WE	40	Y			
Tourism Planning & Control	ITM5002		5	20	STAN	Core	N	CW	50		CW	50	Y			
Work Experience	ITM5003		5	40	PLAC	Core	N	CW	40		CW	60	Y			
Research Methods for Tourism & Hosp	THE5001		5	20	STAN	Core	N	CW	100	Y						
Global Tourism & Hospitality Man	THE5002		5	20	STAN	Core	N	CW	50		CW	50	Y			

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Module Listings - Continued

Module title	Mod Code	New? ✔	Level	Credits	Type	Core/Option /Elective C/O/E	Pre-requisite module	Assessment 1			Assessment 2			Assessment 3		
								Assessment type	Assessment %	Add Y if final item	Assessment type	Assessment %	Add Y if final item	Assessment type	Assessment %	Add Y if final item
International Tourism Industry Perspectives	ITM6001		6	20	STAN	Core	N	CW	60		WE	40	Y			
Investigative Study	ITM6002		6	20	STAN	Core	N	CW	80	Y	CW	10		PRAC	10	
Project (ITM)	ITM6003		6	40	STAN	Core	THE5001 Or Equiv	CW	20		CW	70	Y	PRAC	10	
Strategic Marketing Man for Tourism & Hospitality	THE6001		6	20	STAN	Core	IHM5001 ITM5001 Or Equiv	CW	60		WE	40	Y			
Special Event Management	THE6002		6	20	STAN	Option	N	CW	50		CW	50	Y			
Sustainable Tourism Management	THE6003		6	20	STAN	Core	N	CW	60		PRAC	40	Y			
International HRM for Tourism & Hosp	THE6004		6	20	STAN	Option	THE4002 Or Equiv	CW	50		CW	50	Y			

*Language modules – LAN4001/2/3/4 – *At HE4 Level a 20 credit Language module is core. Demand will determine which language(s) is/are offered from a selection of French, Spanish and German, plus English will be offered for students whose English is not their first language.

Bolton Key Core Curriculum requirements

Module Title	Module Code	C/O/E	Employability											Bolton Values		
			PDP	Communication	Team work	Organisation & Planning	Numeracy	Problem solving	Flexibility & adaptability	Action planning	Self awareness	Initiative	Personal impact & confidence	Inter-nationalisation	Environmental sustainability	Social, public and ethical responsibility
Tourism Principles	ITM4001	C		DTA	D	DT				DTA		DTA	DT	DTA	DTA	DTA
Int Tourism Systems	ITM4002	C		DTA	DTA	DT	DTA			DTA		DTA		DTA	DT	DTA
Academic Man Skills for the SI	THE4001	C	DTA	DTA	DTA	DTA		DTA	DTA	DTA	DTA	DTA	DTA	DTA	DT	DTA
Managing the Int Workforce	THE4002	C		DTA	DT	DT		DT	DTA	DTA	DTA	DTA	DT	DTA		DTA
Basics of Business for the Service Ind	THE4003	C		DTA		DT	DTA			DTA		DTA				
English Language & Comm Skills	LAN4001*	C	DTA	DTA		DT				DTA	DTA	DTA	DTA	DTA	DT	DTA
Spanish – Stage 1	LAN4002*	C	DTA	DTA		DT				DTA	DTA	DTA	DTA	DTA	DT	DTA
French – Stage 1	LAN4003*	C	DTA	DTA		DT				DTA	DTA	DTA	DTA	DTA	DT	DTA
German – Stage 1	LAN4004*	C	DTA	DTA		DT				DTA	DTA	DTA	DTA	DTA	DT	DTA
Int Tourism Supply & Demand	ITM5001	C		DTA		DT	DTA			DTA		DTA	DT	DTA	DT	DTA
Tourism Planning and Control	ITM5002	C		DTA	DT	DT	DTA	DT		DTA		DTA	DTA	DTA	DTA	DTA
Work Experience	ITM5003	C	DTA	DTA	DTA	DT		DT	DTA	DTA	DTA	DTA	DTA	DTA	DT	DTA
Research Methods for Tourism & Hosp	THE5001	C	DT	DTA		DT	DTA	DT	DT	DTA	DT	DTA	DT	DTA	DTA	DTA
Global Tourism & Hosp Man	THE5002	C		DTA		DT		DTA		DTA		DTA	DT	DTA	DTA	DTA

Complete the grid using the following (Developed = D, Taught = T, Assessed = A)

Bolton Key Core Curriculum requirements - Continued

Module Title	Module Code	C/O/E	Employability											Bolton Values		
			PDP	Communication	Team work	Organisation & Planning	Numeracy	Problem solving	Flexibility & adaptability	Action planning	Self awareness	Initiative	Personal impact & confidence	Inter-nationalisation	Environmental sustainability	Social, public and ethical responsibility
International Tourism Industry Perspectives	ITM6001	C		DTA		DT				DTA		DTA		DTA	DT	DTA
Investigative Study	ITM6002	C	DTA	DTA		DTA	DTA	DT	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA
Project (ITM)	ITM6003	C	DTA	DTA		DTA	DTA	DT	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA
Strategic Marketing Man for Tourism & Hospitality	THE6001	C		DTA		DT		DTA		DTA		DTA		DTA	DTA	DTA
Special Event Management	THE6002	O	DT	DTA	DT	DT	DTA	DTA	DTA	DTA	DT	DTA	DT	DT	DTA	DTA
Sustainable Tourism Management	THE6003	C		DTA		DT	DTA	DTA	DTA	DTA		DTA	DT	DTA	DTA	DTA
International HRM for Tourism & Hospitality	THE6004	O		DTA		DT		DTA	DTA	DTA		DTA	DT	DTA	DT	DTA

Complete the grid using the following (Developed = D, Taught = T, Assessed = A)

*Language modules – LAN4001/2/3/4 – *At HE4 Level a 20 credit Language module is core. Demand will determine which language(s) is/are offered from a selection of French, Spanish and German, plus English will be offered for students whose English is not their first language.